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 Stee strike Results in Failure $=$ Aids Cuban Plotters




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White Sox' 'Cream Puff Hitters' Continue to Pad AL Lead
 On Geiger's Home Run STATDIV位


## ARMSTRONG'S vin New Lower Prices! <br>  <br> 

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$\underset{-m \text { S. } 2 \times 50}{ }$



## ABC's Sports Arena

| By Bil whirehouse <br> ABC Sparts Director <br> (Bill Whitehoune joined the notarle in 1944 an a newswriter. He d formerty been a reporter and rening News (his birthplace) newn rewrite and aporta iter in New York's United -Radio Bureau: He was eleted to aporta manager in 1954 . his hitg sehool daya at New aik. M. Yiltary Academy, Cornilinots. Whitehouese partio. tod in football, basketball and |
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| Do You know |
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SATURDAY

and son, Willam Christopher. He
if a guest columnist this issue.)
sports sports have alwaya played an
Important role in the program
ntructure of the American Broadstructure of the American Brogram
casting Co. Although the network
has been well repre the casting Co. Although the network
has been well repreented in the
pant with football bain bowling, golt, bootbali, basketball, boating and
other eventa, sports will play blger everte than ever on ABC.TV a
for the coming seaspn. Next week, for example, we
launch a new profemional footbali
serier launch a now professional football
Beries on Saturday nights that we
hope will be the atart of hope will be the start of a year-
round diveraified aports serian
that round diveraified aports sorigas
that wil be seen at 10 p.m. anch
Saturday. Saturday.
This series, starting Aug. Mz,
will carry seven National Footbail
Ueague
 two are league contesto. Teama
taking part In this nerion are the
New York Giants, Baitim mare
Colt
 Packera, Chicago Cards and De.
trotit Long. Like It? To handie
the commenting the commentary on these games,
we secured two top sportscastera, Chuck Thompson and Howard Coseli. We're very pleaned at thin,
becaune it ig not, always easy to
get the servicen get the servicea of the men we
want either they may not be available or there may mey not be
confilcte conficts. Cruck Thompoon is staff
announcer for our sponsor
we We changed aponr sponnsor we't have
to lose Chuck. We ail feel that the ruture poasibilition for this sat-
urday night sports programming
are unlimited - Oiten Hazarda

However exoiting the series may
be, untimitted headiches may come
along, too. All be, untimitted headaches may come
along, too fil of ua so happly
connected with our increased diconsected with our increased di-
may have to plan know that we may have to contend with the
hazards of weather. For inatance.
linst Decen.ber, ABC.TV was televiaing the Blue Grass Bowl game
from Loulsvilie, Ky. Freak weath. er-the temperature dropped to
8 above zero - nearly froze our
camen oameramen who were on a troze our foot high platform, and with them wore
Harry Wiammer and Howar Cosell
announcing through harah wind
and per announcing through harah wind
and penetrating cold. The otadium
was not was not equipper for such oold
weather ne"-were our staff mem.
bers.
weather ne"-were our gtaff mem-
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Two years ago, just an ABC-TV Washers, Dryer Refrigerator's and Televisions At Reasonable Prices
alc. Work avaranticed


We Sell BARRE GUILD MONUMENTS
Them ina bene nair momonitux

 - Sturorm machontl companY

Safe Fur Storage onded pick-up Fisher



Television
PROGRAM


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date, and wo have to get another fighter to reptace him Hometimese
we have to get two fightora he-
cause the weligis cause the wet two fightora be-
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minutes on the air. In the spring we had three quir. In the spockouting. In
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quick knockout they might have had to put me they mige right have
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uports presentation ever at-
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yonr in October on saturdaya, 8-6.
Dm. NYT yenr in Oct
P. N. NYT.
an taking the air for the Colle urat knooked out all the a camer to timp along on that until we
could get the othera, working
again. Last year, on the telocast of the name game, the power went
out and the auxitary power yy-
tem was only enough to allow, the
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No picture! Everyone worked
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out it was 20 minutes before the


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## SUNDAY Television PROGRAM





MONDAY Television PROGRAM

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## THURSDAY



## Television

PROGRAM

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| OR MANOHRSTRR |
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| :---: | :---: | :---: |
| (2) The Line-Up. People Kill People Somic(3) John Daly and Bdward $P$ Morgan, who reported to ABC anyway, via telephond. (4) John A. Araron und Jema Zousmer. Pernon to Person, A-Z productiong. (5) Dr. Joyce Brothers: <br> (5) Dr. Joyce Brothers (6) Emilee of "Top Dollar." <br> (7) New Orieans, Absinthe <br> (8) Bob Roabury. <br> (9) Craig Hili. <br> Bhore-Grorge |  |  |
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| Vletor Borge lo riliming a spen the Danish Symphony, both ar a solo artiat and conductor, in Co. ponhiagen'e framous Tivoil carcentin month, after which he file to London where he will make tour England and Scottand. |  |  |
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